

To: Troy, Robert[rtroy@sbcoem.org]; Waldon, MARGARET[Waldon.Margaret@epa.gov]; Crossland, Mark@Wildlife[Mark.Crossland@wildlife.ca.gov]; jennifer.f.williams@uscg.mil[jennifer.f.williams@uscg.mil]; pdhodgins@paalp.com[pdhodgins@paalp.com]
Cc: Rockabrand, Ryan[rrockabrand@sbcoem.org]
From: Retallack, Alexia@Wildlife
Sent: Tue 7/7/2015 9:20:19 PM
Subject: RE: Media Plan overview for sampling
removed.txt

Bob,

Is there a way to take either “Refugio Incident Ongoing Sampling” or “Refugio Incident Area Sampling Survey” and give them a time context for easier reference? We have so many samples and sample questions out there, setting this one apart would help the public and responders identify it more readily.

What does the UC think about using the month? Refugio Incident July Sampling Survey?

I will be sending the press release in a minute.

Thanks

alexia

From: Troy, Robert [mailto:rtroy@sbcoem.org]
Sent: Tuesday, July 07, 2015 1:55 PM
To: Retallack, Alexia@Wildlife; waldon.margaret@epa.gov; Crossland, Mark@Wildlife; jennifer.f.williams@uscg.mil; pdhodgins@paalp.com
Cc: Rockabrand, Ryan
Subject: RE: Media Plan overview for sampling

This works for LOSC. We would appreciate as much lead time as possible for the press release.

As far as working titles, we'd suggest not using the words "post-cleanup" or "baseline." Perhaps something along the lines of, "Refugio Incident Ongoing Sampling" or "Refugio Incident Area Sampling Survey?"

From: Retallack, Alexia@Wildlife [<mailto:Alexia.Retallack@wildlife.ca.gov>]
Sent: Tuesday, July 07, 2015 1:12 PM
To: waldon.margaret@epa.gov; Crossland, Mark@Wildlife; jennifer.f.williams@uscg.mil; Troy, Robert; pdhodgins@paalp.com
Subject: Media Plan overview for sampling
Importance: High

JIC will prepare press release on the sampling event.

- Press release (working on it with sampling team) drafted – will come to UC for review
- Press release embargoed distribution to local elected officials first (hopefully tomorrow if first day of sampling)
- Press release to all media for Santa Barbara, Ventura, Los Angeles and Orange counties 30 min to 1 hour later
- A pre-designated location and time for observing the activity will be provided only to the media that inquire about meeting one of the teams at the beach.
- A PIO will be provided for each sampling team (one North and one South) to escort and manage any media that arrive.

Possible working titles:

- Refugio Response Post-Cleanup Reference Sampling

- [REDACTED] Refugio Incident Beach Monitoring Baseline Sampling

Working on an FAQ to assist JIC team.

Please advise if this meets your expectations.

Alexia Retallack

Office Spill Prevention and Response

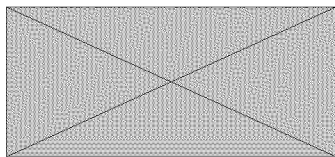
Dept. Fish and Wildlife

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